

ORDER



Orders
Order / Rev: 186882
Alt Order #:
Product Desc: 67-Americans for Tax Reform (ATR)
Estimate: 1177-ATR CA 52 TV Buy 10.29-11.05.12
Flight Dates: 10/29/12 - 11/05/12
Original Date / Rev: 10/11/12 / 10/11/12
Order Type: GENERAL

KGTV

Primary AE: Tara Washburn
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Main Street Media Group
Buying Contact:
Billing Contact:
 P O Box 25093
 Alexandria, VA 22313

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Issue/Americans for Tax Reform
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: P1
Revenue Codes: POL, POL, ISS

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	86	\$119,100.00	\$101,235.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	86	\$119,100.00	\$101,235.00	0.00
Totals	86	\$119,100.00	\$101,235.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tara Washburn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KGTV	22%	\$119,100.00
Market	100%	\$541,363.64

Competitive Share

	Share	Total
AZSD	0%	\$0.00
KBNT	0%	\$0.00
KFMB	27%	\$146,168.18
KNSD	24%	\$129,927.27
KPBS	0%	\$0.00
KSWB	9%	\$48,722.73
KUSI	18%	\$97,445.45
LSDN	0%	\$0.00
SD4	0%	\$0.00
XETV	0%	\$0.00
XEWT	0%	\$0.00
XHAS	0%	\$0.00
XUPN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KGTV	10/29/12	11/05/12	5A-6A News/KGTV	CA	5A-6A	11111--	:30	5	\$300.00	P1	0.00	NM	6	\$1,800.00
5A-6A News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12		11111--			5			\$300.00		0.00			
Week: 11/05/12		11/11/12		1-----			1			\$300.00		0.00			

Order / Rev: 186882
 Alt Order #:
 Flight Dates: 10/29/12 - 11/05/12

Advertiser: Issue/Americans for Tax Reform
 Product Desc: 67-Americans for Tax Reform (ATR)
 Estimate: 1177-ATR CA 52 TV Buy 10.29-11.05.12

KGTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	KGTV	10/29/12	11/05/12	6A-7A News/KGTV 6A-7A News	CA	6A-7A 11111--	:30	5	\$800.00	P1	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5		\$800.00			0.00			
		Week: 11/05/12	11/11/12	1-----		1		\$800.00			0.00			
N 3	KGTV	10/29/12	11/05/12	Good Morning America/KGTV Good Morning America	CA	7A-9A 11111--	:30	5	\$800.00	P1	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5		\$800.00			0.00			
		Week: 11/05/12	11/11/12	1-----		1		\$800.00			0.00			
N 4	KGTV	10/29/12	11/05/12	M-F 9A-10A M-F 9A-10A	CA	9A-10A 11111--	:30	5	\$250.00	P2	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5		\$250.00			0.00			
		Week: 11/05/12	11/11/12	1-----		1		\$250.00			0.00			
N 5	KGTV	10/29/12	11/05/12	The View The View	CA	10A-11A 11111--	:30	5	\$900.00	P1	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5		\$900.00			0.00			
		Week: 11/05/12	11/11/12	1-----		1		\$900.00			0.00			
N 6	KGTV	10/29/12	11/05/12	11A-12P News/KGTV Midday News	CA	11A-12P 11111--	:30	5	\$1,000.00	P1	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5		\$1,000.00			0.00			
		Week: 11/05/12	11/11/12	1-----		1		\$1,000.00			0.00			
N 7	KGTV	10/29/12	11/05/12	The CHEW The CHEW	CA	12P-1P 11111--	:30	5	\$400.00	P1	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5		\$400.00			0.00			
		Week: 11/05/12	11/11/12	1-----		1		\$400.00			0.00			
N 8	KGTV	10/29/12	11/05/12	5P-6P News/KGTV 5P-6P News/KGTV	CA	M-F 5-5:30P (5:00 PM-5:30 PM) 11111--	:30	5	\$1,350.00	P1	0.00	NM	6	\$8,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5		\$1,350.00			0.00			
		Week: 11/05/12	11/11/12	1-----		1		\$1,350.00			0.00			
N 9	KGTV	10/29/12	11/05/12	5P-6P News/KGTV 5P-6P News/KGTV	CA	M-F 5:30-6P (5:30 PM-6:00 PM) 11111--	:30	5	\$1,350.00	P1	0.00	NM	6	\$8,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5		\$1,350.00			0.00			
		Week: 11/05/12	11/11/12	1-----		1		\$1,350.00			0.00			
N 10	KGTV	10/29/12	11/05/12	6P-630P News/KGTV 6P-630P News	CA	6P-630P 11111--	:30	5	\$1,600.00	P1	0.00	NM	6	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5		\$1,600.00			0.00			
		Week: 11/05/12	11/11/12	1-----		1		\$1,600.00			0.00			
N 11	KGTV	10/29/12	11/05/12	7P-730P News/KGTV 7P-730P News	CA	7P-730P 11111--	:30	5	\$1,800.00	P1	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--		5		\$1,800.00			0.00			
		Week: 11/05/12	11/11/12	1-----		1		\$1,800.00			0.00			
N 12	KGTV	10/30/12	11/05/12	M-F 730P-8P/KGTV Inside Edition	CA	730P-8P 11-11--	:30	4	\$2,000.00	P1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-11--		3		\$2,000.00			0.00			
		Week: 11/05/12	11/11/12	1-----		1		\$2,000.00			0.00			
N 13	KGTV	10/29/12	11/05/12	ABC Mon A DWTS	CA	8P-10P M-----	:30	1	\$9,500.00	P1	0.00	NM	2	\$19,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1		\$9,500.00			0.00			
		Week: 11/05/12	11/11/12	M-----		1		\$9,500.00			0.00			

